


Order / Rev: 699892
Alt Order #: 06235547
Flight Dates: 08/28/12 - 09/03/12

Advertiser: Priorities USA Action
Product Desc: PRIORITIES USA ACTIO
Estimate: 1522
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WKYC	08/31/12	08/31/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	----F--	1		\$850.00		0.00						
4	WKYC	08/31/12	08/31/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	----F--	1		\$850.00		0.00						
5	WKYC	08/31/12	08/31/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	----F--	1		\$375.00		0.00						
6	WKYC	09/03/12	09/03/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$600.00		0.00						
7	WKYC	09/03/12	09/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$850.00		0.00						
8	WKYC	09/03/12	09/03/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$850.00		0.00						
9	WKYC	09/03/12	09/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$1,200.00		0.00						
10	WKYC	09/03/12	09/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$375.00		0.00						
11	WKYC	09/01/12	09/01/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-----S-	1		\$850.00		0.00						
12	WKYC	09/02/12	09/02/12	Sun 12x-1x Sun 12x-1x	CM	12a-1a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
ET WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-----S	1		\$75.00		0.00						
13	WKYC	09/02/12	09/02/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-----S	1		\$1,800.00		0.00						
14	WKYC	08/30/12	08/30/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	---T---	1		\$600.00		0.00						
15	WKYC	08/30/12	08/30/12		CM	6p-630p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

Advertiser:	Priorities USA Action
Product Desc:	PRIORITIES USA ACTIO
Estimate:	1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630p											
				Channel 3 News at 6p											
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	---T---		1	\$1,800.00		0.00							
16	WKYC	08/30/12	08/30/12	M-F 6-7a	CM	6a-7a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Channel 3 News Today @ 6AM											
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	---T---		1	\$850.00		0.00							
17	WKYC	08/30/12	08/30/12	M-F 7-9a Today	CM	7a-9a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	---T---		1	\$850.00		0.00							
E 18	WKYC	08/30/12	08/30/12	M-F 730-8p	CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	0	\$0.00
				Entertainment Tonight											
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	---T---		1	\$1,200.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	08/27/12-09/02/12	M-F 730-8p			730-8p	---Th----	:30		(\$1,200.00)	0.00	NM			
				See MG 18.2											
2	NKYC	08/30/12-08/30/12	M-F 7-730p			7-730p	---Th----	:30		(\$1,200.00)	0.00	NM			
				 Credited [Tech Error]											
19	WKYC	08/28/12	08/28/12	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Tonight Show											
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	-T-----		1	\$600.00		0.00							
20	WKYC	08/28/12	08/28/12	M-F 5-6a	CM	5a-6a	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Channel 3 News @ 5AM											
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	-T-----		1	\$650.00		0.00							
21	WKYC	08/28/12	08/28/12	M-F 6-7a	CM	6a-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Channel 3 News Today @ 6AM											
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	-T-----		1	\$850.00		0.00							
22	WKYC	08/28/12	08/28/12	M-F 7-9a Today	CM	7a-9a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	-T-----		1	\$850.00		0.00							
23	WKYC	08/29/12	08/29/12	Late Night	CM	1237a-136a	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	--W----		1	\$500.00		0.00							
24	WKYC	08/29/12	08/29/12	M-F 6-7a	CM	6a-7a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Channel 3 News Today @ 6AM											
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	--W----		1	\$850.00		0.00							
25	WKYC	08/29/12	08/29/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/27/12	09/02/12	--W----		1	\$850.00		0.00							

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Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACTIO
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
26	WKYC	08/29/12	08/29/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-- W- - - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-- W- - - -	1		\$1,200.00		0.00						
27	WKYC	08/29/12	08/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-- W- - - -	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-- W- - - -	1		\$375.00		0.00						
													Totals	26	\$20,650.00